

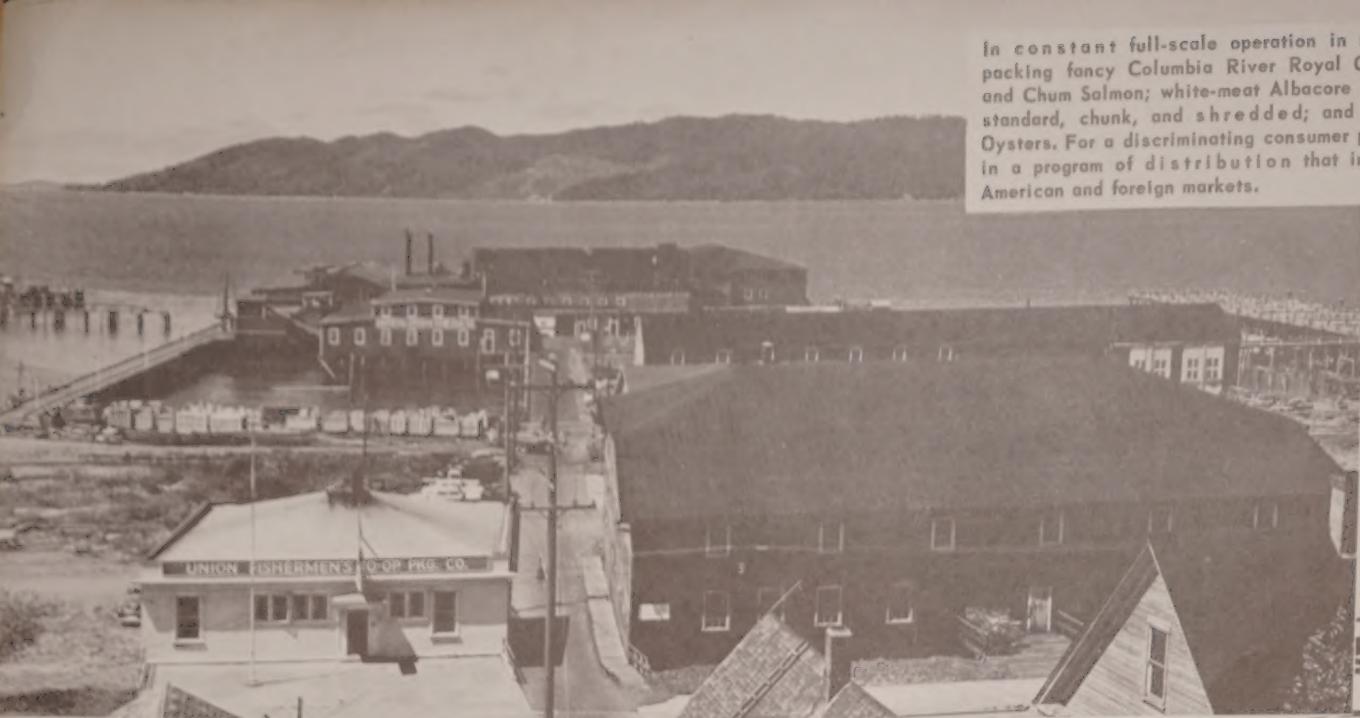
this is...
Astoria



Oregon



In constant full-scale operation in season, packing fancy Columbia River Royal Chinook and Chum Salmon; white-meat Albacore Tuna — standard, chunk, and shredded; and Pacific Oysters. For a discriminating consumer public — in a program of distribution that includes American and foreign markets.



UNION FISHERMEN'S CO-OPERATIVE PACKING COMPANY

Since 1896

Established as a co-operative enterprise by 200 fishermen on the Oregon shore of the Columbia estuary, the Union Co-op is today the leading fish packing operation on the lower river — employing the most scientific and modern methods for packing of fish caught in the nets of its own fishermen. Eager and capable craftsmen, imbued with the cooperative principle, built this joint enterprise — with all member-fishermen receiving a fair price for fish caught and a just share of cannery proceeds. Today — as in the past — officials and board members, with few exceptions, are or have been, fishermen themselves, or experienced cannery supervisors and technicians. They — as their fathers before them — provide the sound structure that makes the Union Fishermen's Co-operative an Oregon institution.

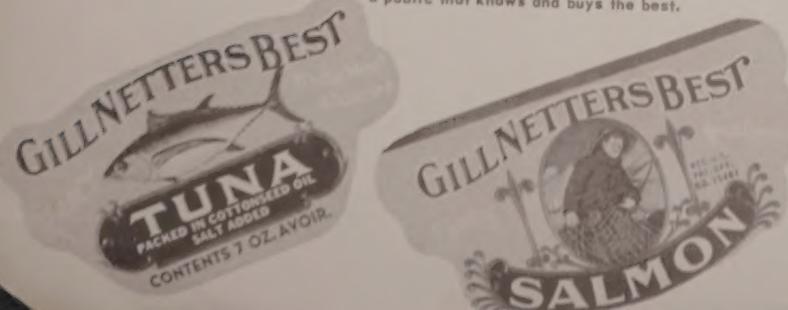
The first Union Co-op cannery was built in 1897. Construction of added facilities and structures, including warehouses, refrigeration buildings, and fish receiving stations at numerous river points, followed growth of the business. Earliest machinery was of pioneer type, with much of the fish packing operation being done by hand. Today much of this operation is mechanized, but manual employees still are numerous, the majority Astoria citizens.

A cannery for the packing of Albacore Tuna was completed in 1938, with the early development of the tuna industry; it has since also been used for the processing of rock and bottom fish. The Company also has a machine and boat shop. As in former years, Co-Op-owned fish tenders serve the principal fishing areas of the river.

Choose "GILLNETTER'S BEST" — superior seafoods for over 50 years!



A whale of a salmon that didn't get away! This Chinook weighed 82 pounds and was caught by Union Co-op fisherman....Early fishing boats were small and except for canvas hood were open to wind and weather. Many were propelled by sail. Today's craft are more sea-worthy; most have enclosed cabins and are gas driven. All have their favorite fishing areas up and down the river and into Pacific waters... So it's down river and over the bar for another record haul of salmon and tuna and other fish varieties for a public that knows and buys the best.



Photos by Woodfields Photo Shop, Astoria



Astoria

CAPITAL OF THE SUNSET EMPIRE

Astoria, county seat town of Clatsop County and port of entry for the Columbia River, has grown from a palisaded trading post at the river's edge, to its present position as Oregon's seventh largest city. Named for John Jacob Astor, the fur trader, and site of the first permanent settlement in the Oregon Country, its modern metropolitan appearance, with wide streets, substantial buildings, and flourishing industries, offer inviting contrast to pioneer days of a century and more ago. From its five miles of riverside docks move the waterborne commerce that has always made Astoria a busy and important port, and from its fish bases put out the trolling and gillnetting fleets that make the harbor of the Columbia the fishing capital of the Pacific Northwest. A city of homes, its terraced residential levels look down on the river's broad estuary and its colorful maritime life.

Fishing and fish packing have always been of major importance in Astoria's economy. Following establishment in 1864 of the first commercial salmon cannery elsewhere on the river, Astoria early assumed a position of leadership in the expanding Columbia River fishery. Enduring good times and bad, the industry achieved a \$2,200,000 figure by 1911, year of Astoria's centennial celebration. The business had grown to \$3,200,000 by 1939. Today, after only 12 more years and with greatly enlarged and modernized facilities, utilizing a catch that includes, beside salmon, vast amounts of Albacore tuna, bottom fish, crab, and other seafoods, the industry exceeds the \$30,000,000 mark yearly. Astoria's nine plants, several of them among the world's largest, can, cure, and package-freeze for the retail trade the bulk of the river's pack.

For three-quarters of a century logging and lumbering have given employment to many thousands of Astorians and other woods workers, with yearly timber production chalking up huge totals and adding millions of dollars to Clatsop County's economy. Much first growth Douglas fir, spruce, cedar and hemlock has come by the river route, by train, and by truck to Astoria's mills. Today, with sustained yield methods and almost wasteless utilization of the product, the region's timber resources are assured for the years to come. Forest industries include the milling of lumber in all sizes and grades, and the manufacture of furniture and a variety of other wood products, including shingles. Newest enterprise is the Astoria Plywood Company. Meanwhile, much of the county's agricultural output, from coastal and inland areas, comes to Astoria for processing and marketing.

Through the decades Astoria's mounting industrial life has brought substantial growth to the city and the surrounding Sunset Empire. Following a disastrous fire which in 1922 destroyed much of the older downtown district, this section was rebuilt. Today, after 25 years of progressive growth and commercial development, Astoria is a wholly modern city. A banking town and legal center, from its downtown and west-end business districts diverge the primary and secondary highways that lead into the farming and lumbering areas and to the smaller towns of the region, adding a trade radius of 30-odd miles and doubling Astoria's hometown buying income of approximately \$30,000,000 yearly. Where in 1880 Astoria's population was 2,803 persons, it had mounted to 10,349 in 1930. City residents today number 12,331 persons.

With the Columbia an important artery of commerce to inland Oregon and Washington points — today, as in years past — much traffic uses its waters. Where currently this traffic is largely of wheat and lumber carriers, oil tankers, and grain and cement barges, the route's historic 150-year record includes the movements of trading vessels and clipper ships under clouds of sail, the huge grain fleet of half a century and more ago, and the coastwise and coastal freighters and passenger steamers of many types and tonnages. To Astoria, 12 miles from the Pacific, this maritime activity has meant a busy waterfront and a substantial economy. The Port of Astoria, municipally owned and extending service to all Clatsop County river towns, provides ample docks, grain elevators, and storage and load-facilities for much Lower River commerce, particularly for wheat and flour shipments abroad, which today are considerable. A mooring basin nearby affords harbor for many fishing boats; a second larger basin was constructed in 1950.

Astorian enjoy the privileges of 20 churches, two hospitals, two theaters, and six public schools. A city-operated swimming pool and three parks afford recreation for all. The Astoria Library serves the entire county. Nine hotels and four in-city motels provide pleasant and comfortable accommodations. Fraternal and service organizations are active. All portions of the city's six-and-one-half-mile-square water system has a 250,000,000 gallon storage capacity. Electrical energy is available for all domestic needs and industrial demands. The city manager form of government is used.

INVEST YOUR FUTURE IN ASTORIA

"The Finest Fresh Water Harbor on the Pacific Coast"

We wish to thank the Astoria Chamber of Commerce and the numerous Astoria and Clatsop County businessmen and merchants, and other individuals and organizations whose cooperation and support have made this brochure a reality.

Credit is due Howard McKinley Corning for editorial supervision, book format, and the written copy.

Unless otherwise credited, scenic and commercial photographs are by Richard H. Ball, Photographer, 542 Commercial St., Astoria. Art work and lithography is by Western Lithograph, 1619 W. Burnside, Portland 9, Oregon. Home Town Publications, George Knoetzel, publisher, Portland.

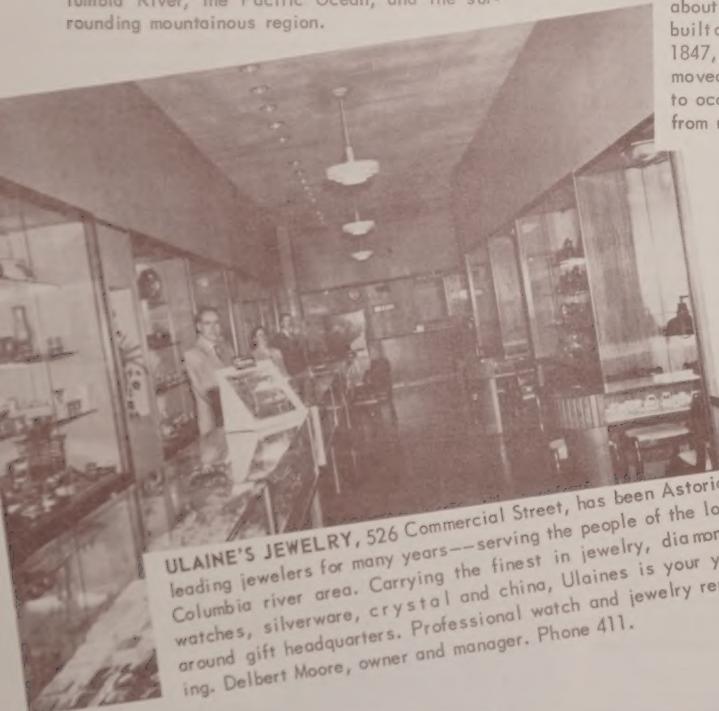
The Astoria-Interstate Ferry, a vital connecting link between Oregon and Washington portions of US 101, operates from downtown Astoria.





Photo by Woodfields Photo Shop, Astoria

Topping the summit of Coxcomb Hill, 700 feet above sea level, is the cylindrical monument of the ASTOR COLUMN. Standing 125 feet high, it is wound around by a spiral frieze 535 feet in length and depicting the discovery and exploration of the Columbia River and the founding of Astoria. Executing artist was A. Pusterla. The monument was erected in 1926, the gift of Vincent Astor, great-grandson of the town's founder, and the Great Northern Railway. Inside the column a circular staircase leads to an Observation Platform commanding a breath-taking view of the Columbia River, the Pacific Ocean, and the surrounding mountainous region.



HISTORIC ASTORIA

Modern and prosperous Astoria of today reflects the historic past that makes this the heart of the most picturesque and fascinating portion of the Pacific Northwest. Here the history of the Old Oregon Country had its beginnings. More than a century and a half ago the site of Astoria was first seen by white men — it was May 11, 1792 — when the Boston trader Captain Robert Gray, in the Columbia Rediviva, discovered and entered the "River of the West," naming it after his ship. This act established American claim to the northwestern part of America. The arrival late in November, 1805, by the pathfinders, Merriwether Lewis and William Clark, proved the overland route practicable from the East. Wintering seven miles southeast of the future site of Astoria, they returned east the following spring, heralding the promise of westward expansion to the Pacific. Thus both sea and land routes to the lower Columbia were charted for the years to come, and for future trade growth and settlement.

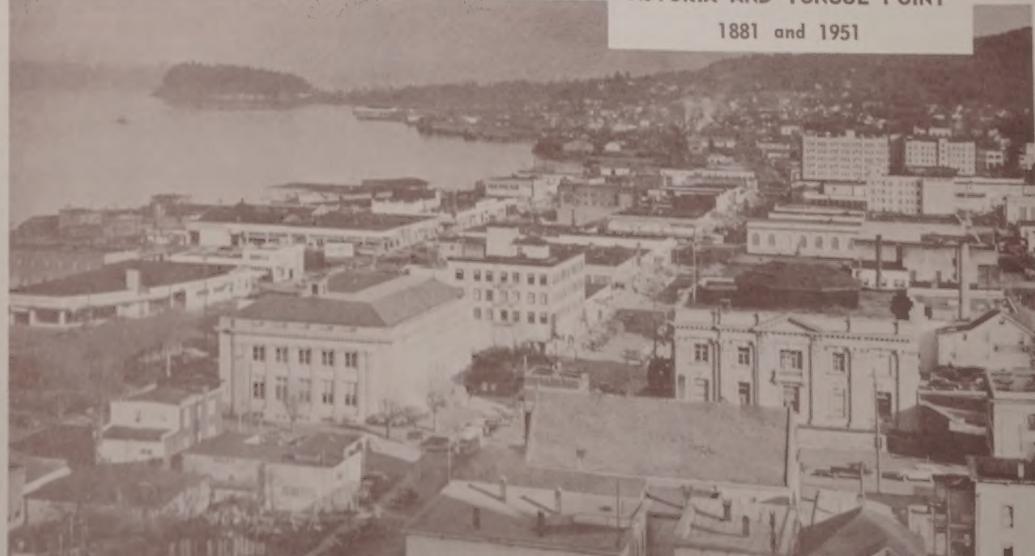
Choice of the site of Astoria itself was made in April, 1811, by 33 men of the fur-seeking John Jacob Astor party, coming by the ship *Tonquin*. At a point clearly marked in present downtown Astoria, the first trading post in the Oregon Country was built; a fort building was erected and gardens planted. Named "Astoria," it stood on the fringe of a vast forested wilderness, facing the broad waters of the mighty Columbia. It stood also in the midst of Indian country. The following April additional Astor forces arrived by the overland route. In 1813, in the face of reports that British men-o'-war were in Pacific waters, the Astoria post was hurriedly sold to the North West Company, a British-Canadian fur-trading concern. It was operated under the name of Fort George until 1818, when it was returned to the United States with the settlement of American and British claims to the territory. Three years later the North West Company was consolidated with the Hudson's Bay Company, and this Columbia River fur post was placed under charge of Dr. John McLoughlin, who soon moved his company's operations 100 miles upriver. Astoria, however, continued as a fur-collecting station.

Thereafter, until 1844-45, the fogs thickened over the forested Indian country of the lower Columbia. In that winter of the forties, just over a century ago, the first overland immigrants arrived, settling on Clatsop Plains within sound of Pacific surf. Their location was about 10 miles southwest of Astoria. A few months later the first permanent white settlers built cabins on the site of Astoria itself, near the crumbling timbers of the old fort. On March 9, 1847, the Astoria post office was opened, the first west of the Rockies. A customs collectors moved in a few years later. By 1850, with a population of 250, the town that was destined to occupy the benchland and climb the hills that flank the Columbia's south shore, 12 miles from rivermouth, had established itself as the trading center of the lower Columbia country.



ASTORIA AND TONGUE POINT

1881 and 1951



You Are Invited . . .

to visit, trade, and live in Astoria. This invitation is extended to you expressly by the merchants whose names and places of business are featured in this publication, and by all Astoria residents who believe this city and the surrounding region the one most desirable portion of the Pacific Northwest in which to live. Pay Astoria a visit and see if you don't agree. Astorians assure you a friendly welcome and a most enjoyable time.



SEEKING A LOCATION? Free plant sites on Astoria's deep-water harbor, with railroad trackage, are available to firms showing proof that worthwhile payroll-producing industries will be established. For information about industrial sites, business locations, and residential and recreational opportunities, in and about Astoria, write



ASTORIA CHAMBER OF COMMERCE

Astoria, Oregon



Family-owned for half a century -- **UTZINGER'S BOOK STORE**, 495 Commercial St.; Albert Utzinger, manager. 'The House of Greeting Cards.' From a modest beginning Utzinger's is today the leading book and stationery store of the lower Columbia area. Headquarters for school and office supplies and featuring Sheaffer and Parker Pens. Phone 800.



The HOTEL ELLIOTT

'A Modern Hotel in a Modern City.' Moderate rates, friendly atmosphere, wonderful beds. Located at 12th and Duane Streets, in the center of the shopping and theater district and convenient to Astoria's public buildings, historic landmarks, and scenic attractions. Five minutes to the Columbia River ferry. For reservations phone Astoria 1052.

Operated by John L. Elliott
and Clarence E. Short.



THE STORE FOR MEN

Knickerbocker's

Commercial Street at 10th

Phone 1025

Featuring nationally advertised lines, such as Botany 500 Clothing, Jarman Shoes, Arrow Shirts and Knox Hats. Everything you need for dress, business, travel or sport.



MAMMOTH COLUMBIA RIVER FISHING INDUSTRY

For three-quarters of a century commercial fishing and fish packing has been a major industry of the Astoria area. The annual migration of salmon returning from Pacific waters to the Columbia River, forms the basis for this enterprise. Added to the salmon, is the processing of such other food varieties as tuna, crab, shad and shadroe, smelt, bottom fish, and oysters, taken in ocean and river waters; and of halibut and sturgeon, sold fresh or frozen. Through the years the Columbia fishery and its riverside plants have greatly expanded the industry over its early pioneering stages. Where early markets were limited in extent, today's avenues of commercial consumption are extensive and world-wide in scope, with the fish processing plants of Astoria handling the major portion of the Oregon pack.

The commercial possibilities of the huge annual runs of salmon were early realized by pioneer traders and settlers. First efforts toward preserving and shipping salmon from Columbia waters were made in 1834, by Nathaniel Wyeth of Boston, but were soon abandoned. Captains of trading vessels frequently carried away rum casks filled with Columbia-caught salmon. The first salmon actually canned in the Pacific Northwest was on the Columbia, in 1864, at Eagle Cliff, with William H. Hume the packer. Other riverside operations soon followed, giving employment to a large fleet of trollers and gillnetters. As a consequence, and in response to a growing world market, the industry has grown greatly in importance and in the value of its income. Today most of the large seafood packing plants on the lower Columbia are located at Astoria. At the present time the industry's annual income is close to \$40,000,000.

Salmon varieties packed are the Royal Chinook, largest, best-known and most marketable of the species; Silverside, Blueback, Chum, and Steelhead, the latter a trout but considered commercially with the salmon. Chinooks weigh from 25 to 80 pounds, with fish of the other species ranging down-ward from 25 pounds.

Columbia River salmon are always packed within a few hours after being caught. Methods of preparation include canning, mild curing, smoking, kippering, freezing, and packaging in ice for shipment to fresh fish markets. Canned salmon has long been of prime importance in the commercial market. However, since 1938, Albacore tuna has been an equally important product of Astoria canneries, which today receive the major portion of the summer-season catches from Northwest waters. Tuna is also received from more distant waters for local processing. During the past decade new canneries have been built on the waterfront, all operating with modern equipment; and here vast quantities of Pacific-caught tuna are placed in storage for winter canning. In good seasons as much as 33,000,000 pounds of locally-caught tuna alone are put in commercial containers for an ever-increasing national and world market.

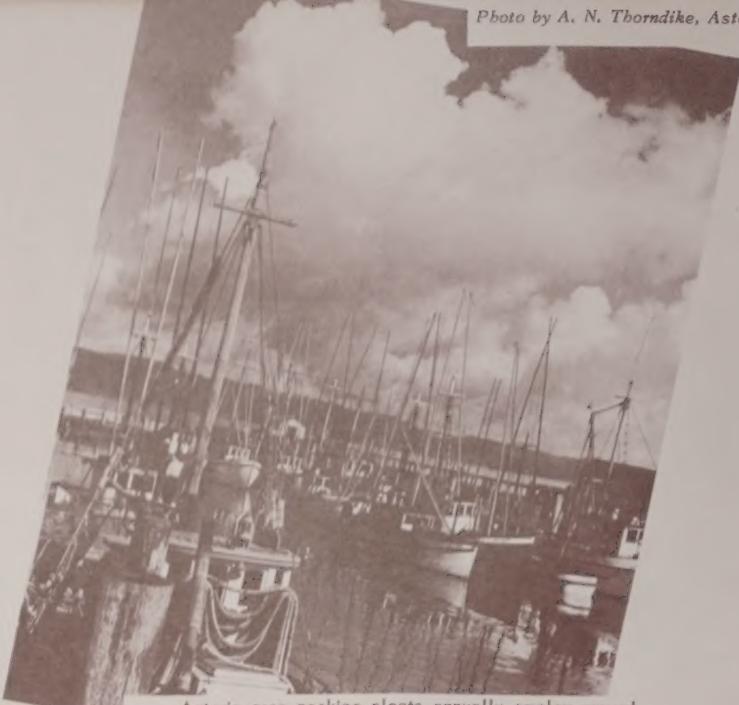
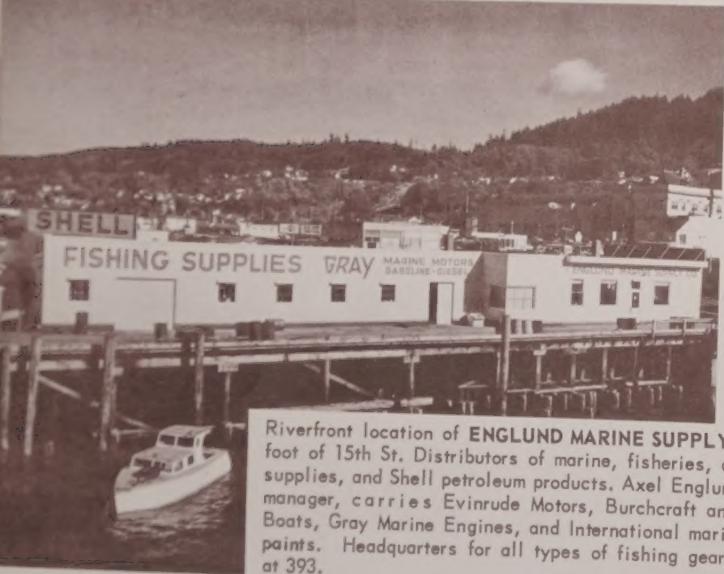


Photo by A. N. Thorndike, Astoria

Astoria area packing plants annually employ around 2,200 workers, processing the catch of over 2,000 fishermen. The oldest and most used method of taking fish from the river is with the gillnet, 1200 to 1500 feet long and made of linen twine. Floats support the upper edge, while weights along the lower edge hold the net vertically in the water. Boats operate against the current and fish strike the "drifting" net and are entangled in its meshes. Gillnetters usually fish at night, bringing their catches to the canneries early in the morning. Trolling boats are larger than the gillnetters and are more heavily powered. Fishing is by hook and line from long poles run out on each side of the craft. Other lines trail astern. Catches are pulled in by hand line, then hauled aboard by a power reel. Trollers operate offshore, in the Pacific. Where for many decades Orientals were largely used as cannery help, employees today are principally white American men and women, most of them Astoria residents.



Photo by A. N. Thorndike, Astoria



Riverfront location of ENGLUND MARINE SUPPLY CO., at the foot of 15th St. Distributors of marine, fisheries, and industrial supplies, and Shell petroleum products. Axel Englund, owner and manager, carries Evinrude Motors, Burchcraft and Chris-Craft boats, Gray Marine Engines, and International marine and house paints. Headquarters for all types of fishing gear. Phone him at 393.



VAN CAMP SEA FOOD COMPANY, Inc.

Columbia River operation of the
on the Astoria waterfront

Foot of 1st Street

Packing WHITE STAR and CHICKEN OF THE SEA TUNA and VAN CAMP SARDINES, fresh-caught from Pacific waters and distributed nationally to a discriminating public.

Other VAN CAMP SEA FOOD operations are located at Terminal Island and San Diego, Cal.





Enjoy the best in food at the **SALMON DERBY GROTTO** in the **JOHN JACOB ASTOR HOTEL**—favored by the discriminating traveler and enjoyed daily by hundreds of Astorians. Famous for seafoods, steaks, and short orders. Breakfast, lunch, and dinner specials. Hours 6 a.m. to 9 p.m. daily. Edna Kirkoffner, manager. The marine atmosphere will delight you.



For food and refreshments make it **THE FUR TRADER**, ground floor **JOHN JACOB ASTOR HOTEL**. This ultra-modern Cocktail Bar and Dining Room recreates the Merry-Making Department of old Fort Astoria. The upside-down cedar shakes, pine poles, early-day murals, and open fireplace, and other decorative details lend reality to the Bar. Beyond a low brick partitioning wall, the Dining Room, under a sparkling copper canopy, invites you to charcoal-broiled steaks, infra-red-cooked roasts, and delicious seafoods. Phone 1121, and ask for Fur Trader.

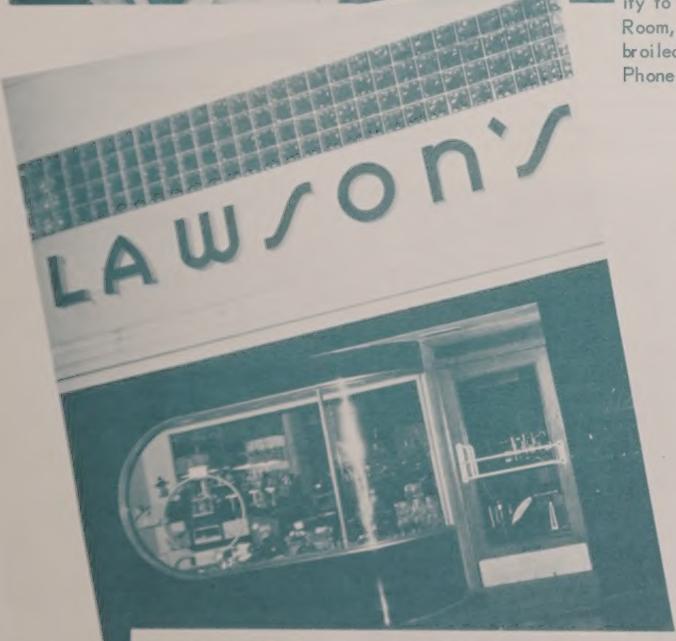
For reservations phone Astoria 1121.

One of Oregon's fine hotels and the first hotel west of the Mississippi to install Television. 150 comfortable rooms, moderately priced and attractively furnished. Eight stories high and of modern fireproof construction, the John Jacob Astor Hotel overlooks the mouth of the Columbia River, first entered by Robert Gray in 1792; is eight miles from the winter campsite of Lewis and Clark, the explorers; and across the street from old Fort Astoria. One block from the site of the first post office west of the Rockies.

JOHN JACOB ASTOR HOTEL

Formerly Hotel Astoria

14th and Commercial Sts.



LAWSON'S CONFECTIONERY, 539 Commercial Street—favored by Astorians for over 25 years. Fountain service. The finest of candies—we mail anywhere. One of the Northwest's most famous fountains. Open 7 days a week and operated by Andrew Klep and Rolf Klep. Phone 340.



MERLE NORMAN COSMETICS and **Costume Jewelry**, at 464 Duane Street. See Francis Bergin, complexion specialist, for courtesy demonstration of Merle Norman cosmetics for women and toiletries for men. Evening appointments if you wish. Club demonstrations by arrangement. Tel. 473. Exclusive line of costume jewelry and original gifts for the entire family.

Photo by A. N. Thorndike





Shop **FISHER BROS. COMPANY** for quality Hardware. The big store at 12th and Bond Streets, selling general and builders hardware, Dutch Boy Paints and painter products, and electrical home appliances — agency for Hotpoint. Also gifts, china, crystal, housewares, and wallpaper. Phone 2750. For industrial equipment and logging and lumbering hardware, shop our other store at 7th and Astor Sts. All Fisher Brothers property is company owned. M. W. Wilson, manager — 32 years with the company.



THIEL BROS. FINE FOODS

That busy, friendly place at 505 Commercial Street, operated by Rudy Planting and Norman Allen. Noted for fine foods and quick service. Serving quality seafoods, Grade A beef, homemade pies and pastry — at reasonable prices. Member National Restaurant Association. A good place to buy magazines, cigars, tobaccos, and beverages of all kinds. Phone 38.



POST OFFICE and FEDERAL BUILDING



Hughes-Ransom Mortuary

Astoria, Oregon

W

276 12th Street
Astoria 321

Memorial services appropriately conducted. Complete funeral facilities for every circumstance tastefully arranged. Professional and dependable — located at 276 12th Street — where it has served the lower Columbia River area for over 40 years. Mortuaries also at Seaside and Long Beach, Washington. Co-owned by Mrs. E.B. Hughes and Leif Erickson. Phone Astoria 321.



LUMBERING IS KING IN CLATSOP COUNTY

Clatsop County, centered in the extensive coastal portion of the Douglas fir belt of Oregon and Washington, is an important part of one of the great forest areas of the earth. Although much of the once gigantic first growth timber the pioneers saw has been harvested, this forest still leads the world in lumber output. The considerable annual log cut adds an income of nearly \$40,000,000 to the county's economy.

Except for the few tidal valleys, the Clatsop country the homesteaders entered a century ago was thickly timbered with Douglas fir, Western hemlock, Sitka spruce, and Western red cedar. Earliest cutting was to open clearings for farms. Commercial logging then followed, first in a small way, but increasing year by year. With the development of local, American, and world markets timber production skyrocketed. Thus, over the decades, much of the virgin timber growth was cut, and wealth obtained from the mammoth yield was great. In 1911, after forty years of logging enterprise, there remained some 18,000,000 feet of prime timber still standing in Clatsop County. And the green harvest continued. Today, after another forty years, the lumbering industry looks back across a long and historic record of woods activity and sawmill enterprise. It is a story of millions of feet of cut lumber, large labor payrolls, and rewarding profits.

Early day sawmills were small, as compared with mill operations of the present century; and the logs they cut were principally from trees felled close to the mills, or near streams down which sawlogs could be floated to more distant points. Felled trees were dragged over skidroads by oxtteams, which were later replaced by donkey engines using cables. Around 1900 railroads entered the timber, carrying many forest giants to Astoria and other tide-water mills. From several riverside locations large ocean-going log rafts of many thousands of board feet, were towed by steamer to California points for milling. Thousands of loggers strove mightily in the tall dark forests, living in bunkhouses and feeding hugely in mess-halls. As a result of these extensive operations, vast quantities of prime lumber moved to world markets from lower Columbia River mills, transported by rail, and by waterborne carriers of sail and steam. For over half a century lumber was king!

During the past quarter of a century, however, under a diminishing forest yield and as a result of excessive and often unwise methods of cutting, certain basic changes have taken place in the industry. Where formerly loggers used only axes and hand saws to fell trees, often taking hours in the operation, today's timber workers use power-driven saws for quick and economical cutting. The tall stumps of former years are not left to waste; nor is there a great denuded stretch where the logger has sheared away, the forest growth. Instead, cutting is an intelligent, far-sighted operation -- harvesting is on a sustained yield basis, with only ripe timber being felled. The growing forest remains unslaughtered to produce the needed lumber of many future years. Young trees also are being planted in untimbered areas; while fire control methods are everywhere followed to further preserve what only fifteen years ago was feared to be a disappearing forest wealth. The lumbering industry -- and mankind in general -- look toward an assured future of timber growth and timber profits.



WARRENTON, bustling port city of the Sunset Empire, is located on the navigable Skipanon River, a short distance from its confluence with the lower Columbia. From its early beginning three quarters of a century ago, it has been vital as shipping point for local lumbering enterprises and river and ocean commerce, and serves as fleet base for fishing vessels. Boasting the second largest area of any Oregon city, its commercial life is considerable, serving the extensive northwestern portion of Clatsop County. Attractive homes grace its residential sections. A new high school and a grade school provide educational facilities. There are several local churches and fraternal organizations. Present population exceeds 2,000. A good payroll town, its civic spirit is of the best. Warrenton offers special inducements to industries seeking waterfront sites. Already located here are several large lumber mills, fish packing plants, and specialty products concerns. The Warrenton region is dependably served by the SP&S RR. Warrenton is historic as the first Oregon town to induct a woman mayor. Currently the city manager form of government is used.

Riverside milling operations of

PROUTY LUMBER and BOX CO.

Manufacturers

FIR, SPRUCE, HEMLOCK and CEDAR PRODUCTS

Warrenton, Oregon

Begun at Seaside in 1913, and moving to Warrenton in 1922, this extensive milling operation has a yearly payroll of \$900,000 and during the busy summer season employs an average of 180 men at the plant, and in company-owned mills. Annual production is nearly 40,000,000 board feet of lumber. Cuttings are principally from Prouty-owned timber, with some logs and lumber purchased from other producers. The Warrenton mill cuts lumber in all dimensions, board and box -- clear factory lumber and shop cut stock, and manufactures door jambs, flooring and ceiling, ship decking, and quality finish lumber. Car and cargo shippers. Phone Warrenton 2261. Theo. Dichter, President and General Manager; Geo. W. Beyer, Sales Manager and Secretary-Treasurer.





For find food choose the **HALFWAY HOUSE**, on US 101, at First Street, Astoria. Specializing in Seafoods, Prime Steaks, and Pan Fried Chicken. Serving dinners from 5 to 10 each day, and on Saturdays and Sundays from 12 to 10. Operated by Melvin and Evelyn Wertz, and recommended by AAA. Phone 382 for reservations, or stop as you pass. Make the Halfway House your regular 'dining out' restaurant.

Recommended by Duncan Hines.



Located in Astoria's busy west end, the Original Dry Cleaners has operated since 1943. An exclusive cleaning establishment, providing prompt service — qualified by long-time experience and proven by thousands of pleased patrons. Suits, dresses, garments — cleaned, altered, repaired. Hats cleaned and blocked. Press while you wait. Owners and operators are Mr. & Mrs. Geo. Schwinn. "We clean curtains and drapes." Phone 883.



"It's different." **THE HANDCRAFTERS**, 635 Commercial St. Harold W. Bell, owner-manager, and dealer in driftwood and woodcraft ornaments, oddities and furniture. All unique and original creations. He specializes in driftwood lamps and smoke stands, and makes furniture to order. Also furniture repairing and picture framing. Headquarters for hobby and craft supplies. "See our driftwood museum." Marine glass floats and original paintings. Phone 1610J. Astoria's popular club center.



Sixty years under the same management — that's **GIMRE'S SHOE STORE** — on 14th, between Commercial and Bond Sts. Shoes for the entire family — Bostonians and Weyenberg Shoes for Men; Red Cross and Grace Walker Shoes for Women; Red Goose and Acrobat Shoes for Children. We carry the largest line of rubber footwear in the lower Columbia area — featuring Ball Band and U.S. Rubber Boots, Kermit Gimre and Anders Gimre, proprietors. Shop Gimre's — quality shoes since 1892, and the oldest store in Oregon under same management. Phone 589. "We give S & H Green Stamps."



CITY LUMBER AND SUPPLY CO., Commercial Street, between 21st and 22nd. Retail and wholesale dealers and distributors of lumber, plywood, millwork, sash and doors, shingles, masonry and plumbing supplies, and builders hardware and tools. 'Everything you need to build a house—you name it, we have it!' Exclusive Astoria agency for Presto Logs and Gasco Briquets. Phone 275.



Astoria's new and most modern seafood market, the **RIVERSIDE FISH MART**, 12 W. Astor, and just across from the Halfway House, sells quality fish—fresh, smoked, pickled and canned. Only the best for the discriminating buyer. Retail and Wholesale. Phone 1403. Irvin Josephson, owner-operator. "Seafood at its tangy best."



ST. MARY'S HOSPITAL, ASTORIA



CLATSOP COUNTY COURTHOUSE



METHODIST CHURCH, ASTORIA



ASTORIA'S POPULAR USO BUILDING



BPOE LODGE HALL AND CITY LIBRARY



LEWIS AND CLARK SCHOOL



For 15 years the discriminating woman has been served in her fashion needs by JEROME'S -- featuring nationally advertised ladies apparel fashions attuned in quality and style to the most discerning taste. Astoria's largest exclusive ladies fashion shop -- located in the heart of town at 12th and Commercial. The phone is 484.



The independently owned OWL DRUG STORE, 549 Commercial, at 12th, has been Astoria's leading prescription drug center for more than 50 years, and has filled over 1,144,000 prescriptions. Five registered pharmacists. Carrying also a large line of nationally-approved drugs, toiletries and cosmetics; baby needs and sick room supplies. Complete photo service--Eastman and Bell & Howard cameras. Paulsen & Berg, operators since 1922. Two phones -- call 272 or 273.



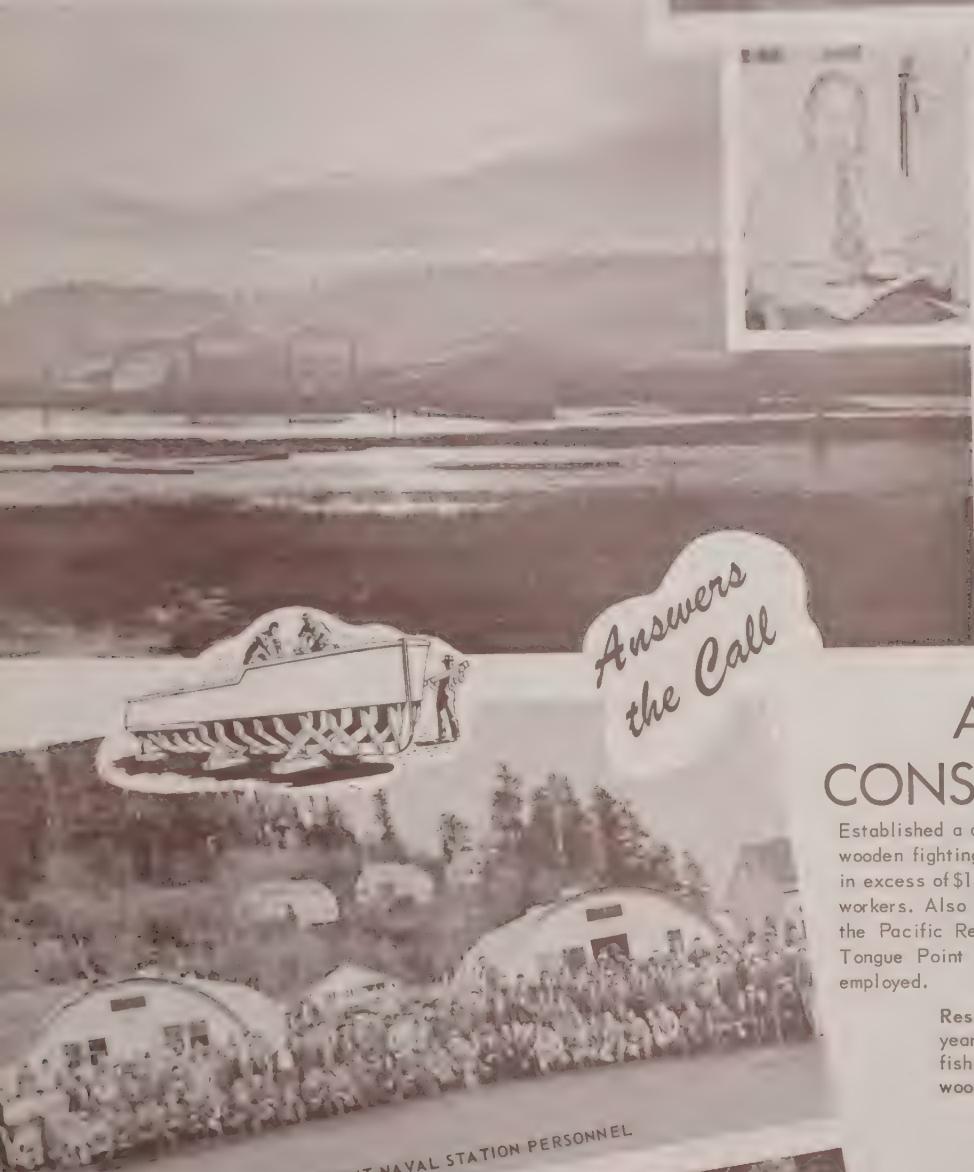
In Astoria, RICHARD H. BALL, PHOTOGRAPHER, 542 Commercial Street, is Clatsop County's leading photographic center. Fine portraiture -- expert commercial photography -- film finishing. The majority of pictures in this publication are by Richard H. Ball and his associates. Secure extra prints and additional copies at Ball's. Phone 205.



U.S. MARITIME MOORAGE AT TONGUE POINT

EARLY DAY TRAVEL....

With the building of the Astoria and Columbia River Railroad in 1898, Astoria and the breeze-washed ocean beaches became popular excursion destinations for inland Oregon residents. Early pleasure seekers had come by the ever-popular river boats and sternwheelers that plied the Columbia from pioneer days to the present century. With construction of the lower Columbia River Highway forty years ago, much travel moved by motor vehicle and gradually less and less by boat and train. As a result passenger service by rail was discontinued in January, 1952, but boat travel had preceded it into the past a decade earlier. Today, Astoria and the adjacent beaches are rapidly reached by motor vehicle on modern highways as US 10, US 101, and State 2, the new Oregon Highway.

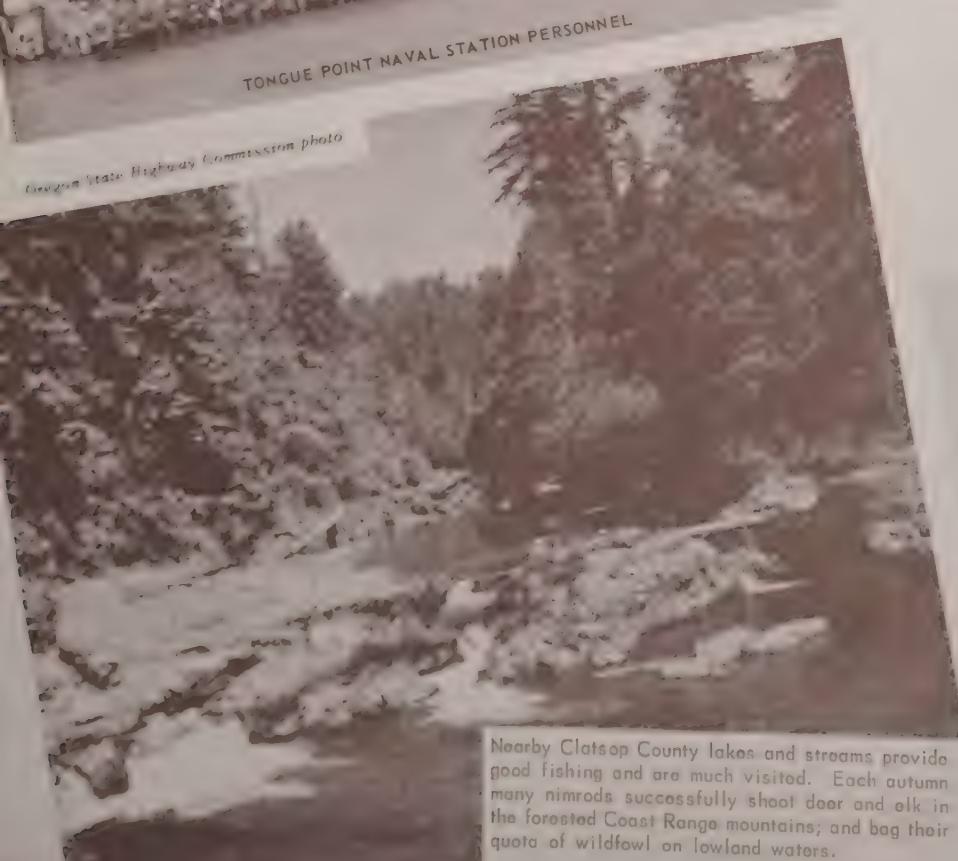


ASTORIA MARINE CONSTRUCTION COMPANY

Established a quarter of a century ago and since 1941 engaged in building wooden fighting ships for the United States Navy. Under Federal contracts in excess of \$14,000,000. Employing from 500 to 1500 craftsmen and skilled workers. Also currently engaged in reactivating Columbia River group of the Pacific Reserve Fleet, and in repairing and drydocking of ships at Tongue Point Naval Station, where 300 additional marine craftsmen are employed.

Resourceful and dependable—builders through the years of ships, tugs, ferries, yachts, barges, and fishing vessels. During World War II, builders of wooden mine sweepers for the United States Navy.

Joseph M. Dyer
President



Nearby Clatsop County lakes and streams provide good fishing and are much visited. Each autumn many nimrods successfully shoot deer and elk in the forested Coast Range mountains; and bag their quota of wildfowl on lowland waters.



EAT QUALITY MEAT!
Enjoy juicy steaks at
hamburger prices.
Buy in quantity and
save the difference.

FROZEN FOOD DISTRIBUTOR The
ZERO ZONE refrigerated truck has regularly on the market and food market made supplying retail dealers with fresh frosted fruits and vegetables , steaks and other frozen foods and specialty items. The first truck distributor of frozen foods in this territory serving regular routes weekly.

ZERO-ZONE LOCKER CO.

696 DUANI ST.

ASTORIA 214

Don Jossy, Owner-operator

Operating the largest frozen food locker plant in the Lower Columbia area, with 1650 lockers. A complete locker service for the food-wise—storing meats, fruits and vegetables produced or purchased in season and quick frozen for future use. Specializing in custom cutting and packaging of all meats for lockers and home freezers—purchased through them at economical wholesale prices. Expert curing—country style ham and bacon—delicious ham and bacon for sale at all times. All modern facilities. Zero Zone is prepared to process your game or fish for quick-freezing and storage. Ample off-street parking for customers.

Start a Food Bank -- and Save!



PROPER CUTTING AND PACKAGING of top grade meats, game and fish is an outstanding feature of the ZERO ZONE plant -- a service which annually saves its patrons many hundreds of dollars over retail meat prices elsewhere. Methods used are the most efficient and sanitary, and are devised to preserve the locker-stored product at its maximum of flavor and quality.



► DELICIOUS!--Stop for Frozen Custard and Ice Cream at the CUSTARD KING, corner of 16th and Commercial Street, in downtown Astoria. Using 100% local dairy products. Buy as much as you want -- from a cone to a gallon. Plenty of convenient parking space.



Gas often used for space heat - ASTORIA,
OR. and B.C. - Gas Drive. For heat, light, power and
water. Gasoline gas or PROPANE GAS - instantaneous, power and
heat. Gasoline gas good for rural areas. Tanks pro-
duced in Canada, U.S.A. and Europe. No tanks them filled
in Canada, U.S.A. and Europe. Gasoline gas good for
heat, light, power and water. Gasoline gas good for
heat, light, power and water.



PUBLIC SWIMMING POOL
AT TAPIOLA PARK



ELMER'S RICHEYFIELD

26th and Franklin Sts.

For Richfield Gas and Oil
products, stop at

products stop at
On US 30, right across from the new plywood mill.
The right place for expert lubrication, washing
and polishing. Pickup and delivery service. Elmer
Ishmael, owner and operator, carries Goodyear
Tires and Batteries, and auto accessories, and
gives S & H Green Stamps. Phone 2722.

CAN LAND THE BIG ONES

You

In recent years sport salmon fishing on the lower Columbia River has become a world-famed sport, making the Astoria area the most popular and renowned outdoor recreation center on the west coast. Annually, fishing enthusiasts from all parts of America and many foreign countries, troll the Columbia's waters, using plugs, spinners, and lures of many types, and thrill to the exciting sport of hooking and landing the famed and giant-sized Chinook salmon.

Nature itself, and Oregon and Washington state laws have made this sporting season possible. Each year, from late August to mid-September, the silver horde of Royal Chinooks enters the Columbia, gathering in the river's wide estuary preparatory to upstream migration for spawning. During this period all commercial net fishing is prohibited in the river, clearing the waters for strictly sport gear and sport fishing.

Of this sport-fishing season, the Astoria Derby, begun in the 1930s, is the crowning event, enjoyed by hundreds. A small fee is charged participants, who are governed by derby rules judged fair to all. It is a ruling that fish may be caught only by rod and reel. Trolling is from privately owned craft or commercial fishing boats made available by owners who hire out their services and craft to sport anglers. Craft of every description, from small open boats with outboard motors, to cruisers and yachts, are used in this exciting contest. More than 3,500 boats have been counted on the river in a single derby day.

ASTORIA

PREMIER SPORT FISHING EVENT
HELD ANNUALLY AUGUST 30

Salmon



During the Salmon Derby season the broad estuary of the lower Columbia is thickly dotted with hundreds of boats, filled with eager fishermen seeking the king-sized Chinook.

Astoria
Salmon Derby
Aug 30

WINNERS! You can land the prize-winning Salmon, even with a broken arm. George Evans did it in the 1951 event, with a 50 pound, 1 ounce chinook.



CASH PRIZES TO WINNERS

For the largest fish caught during the derby a grand prize of \$1000 is paid, with additional prizes of \$100 and \$50 for the two largest fish taken each day. The lucky boat operator for each day's winners is also given a \$50 award. The Astoria Derby Committee determines all winners. Additional prizes are offered by the derbies conducted simultaneously by Chinook, Washington, and Warrenton, Oregon, Chambers of Commerce.

ASTORIA

EVENT OF THE YEAR
30 THROUGH LABOR DAY

Derby

PLAN TO ATTEND

HERE'S HOW YOU GET IN ON THE FUN

Boats with competent guides may be had by reservation through the Astoria Chamber of Commerce. The charge in open commercial boats is \$10 per person, with four persons usually required to fill a boat. Cabin and sport cruiser prices are around \$50 a day, and up.

Supply your own fishing gear -- rod, line and lures of your choice.

Pay the required \$2 entry fee.

All fish you take are yours. The Derby management provides facilities for canning, icing and shipping of sport-caught salmon.

Hotel, motel and cabin accommodations are ample in and near Astoria, and reservations may be made in advance.

For full information
write, wire or phone

ASTORIA CHAMBER OF COMMERCE
ASTORIA, OREGON



Derby winner in 1949 was John C. Hoikka, with Chinook weighing 48 pounds, 10-3 4 ounces. The 1950 winner was Roy Bush (left), with a fish weighing 47 pounds, 6-1 4 ounces.



Al Hetzel, manager of Astoria Chamber of Commerce, presents \$1000 grand prize check to 1951 winner.

Liberty Restaurant and Tavern

522-524 Commercial St

Featuring seafoods of every kind, direct from the ocean waters where they are caught -- cooked to your taste -- and served A La Carte -- in full course dinners. A complete restaurant service. Exclusive but not expensive. Open 7 days a week, from 9 a.m. to 2 p.m. James Mahalis is in charge. The tavern serves beverages of all kinds and operates a recreation and amusement room for your enjoyment.

Henry Thiel and A. Jalbert
Owners and Operators

Famous here and Famous the World Over
Royal Chinook Salmon and Razor Clams

Oregon State Highway Commission photo

LIBERTY
Tavern

SEA FOOD



A sweeping crescent of beach at ECOLA BEACH
STATE PARK, south of Astoria.

For miles around -- it's HAUER'S CYCLERY -- Sales and Service -- 540 Bond Street, Astoria. George J. Hauer and Edward L. Hauer, owners and operators, feature Harley-Davidson Motorcycles and Schwinn-built Bicycles -- new and used. They also carry tricycles and other wheel goods. Lawnmowers sold and serviced. Complete lock and key smiths. Phone 2223, or stop at the Cyclery.



HAUKE'S SUPER MARKET, the popular food center of Astoria's historic Upper Town. Situated at 1471 Franklin Street, corner of 32nd -- right on US 30. Eric Hauke, manager, and his able sales staff, sell the freshest and best in quality meats, groceries, fruit and vegetables. Ample parking area for customers.



For complete and dependable cleaning service patronize the SUN SET CLEANERS, 236 Taylor Ave. Dry cleaning, waterproofing, alterations. Quick service. Phone 268. We give S & H Green Stamps. Remember -- our convenient location is a time-saving advantage.



Astoria headquarters of the COAST DISTRIBUTING COMPANY, 55 Portway. Wholesale distributors of choice beverages -- Alt Heidelberg, Columbia Ale, and Schlitz; wines and champagnes; and Canada Dry. Office telephone Astoria 331. E. E. "Bud" Lindberg, manager. Making deliveries throughout the lower Columbia River area.



The right place for good food quick is PAT and LEN'S HAMBURGERS, 510 Bond Street. Lunch, chili, short orders, drinks. Hours 9 a.m. to 3 a.m. tomorrow. Orders to go -- call 132.

PAT & LEN'S
HAMBURGERS

State Champions!



Astoria High's undefeated football team captured the state high school championship in 1951.



ASTORIA HIGH SCHOOL

Photo courtesy Astoria Chamber of Commerce

In the early 1940s, with fishing in remote ocean waters a forbidden wartime hazard, Astoria's commercial fishermen resorted to offshore bottom fishing. This practice has since been profitably and extensively continued. Bottom fishing requires the use of drag-boats — ocean-going craft fitted to scoop fish from 100 and more fathoms down. To handle sole, rockfish, cod, flounder, and other varieties of white meat fish thus caught along the Pacific continental shelf, cold storage and filleting plants were built. In this way a more varied fish products market is supplied.



Photo by A. N. Thorndike, Astoria

Plan to stop at the COMMERCIAL HOTEL, at 15th & Commercial Sts. Weekly and tourist rates. Convenient and reasonable. Operated by Mr. & Mrs. Harry Hazlett. Phone 367.



With stations situated at strategic harbor-front locations, the U.S. Coast Guard has long been invaluable to the welfare of fishing, shipping, and pleasure craft on the river. Because of their services many lives have been saved and ships salvaged.



As aids to river traffic the United States Government completed the great south jetties at the Columbia's mouth in 1890, and later the north shore jetties, greatly deepening the channel's depth and width. Bar pilot service was launched as early as 1847, and has since been maintained. River pilotage is an added service to safe transit. To guard the harbor's mouth, lighthouses and coast defenses were established as early as the 1860s.



During World War II Astoria was the scene of much maritime and military activity, the harbor serving as outfitting point for the 50 aircraft carriers Kaiser-built at Vancouver for combat service. At Tongue Point, four miles upriver, was constructed the Tongue Point Naval Air Base, second largest installation of its kind on the coast; this continues as an important naval training and fleet base. Adjacent waters afford harbor for inactive Maritime Commission merchant vessels. South of town, the Astoria Airport, constructed during war years by the U.S. Navy, and costing \$15,000,000, is operated jointly by the city and Clatsop County.



The SPORTS CENTER, 516 Commercial, is Astoria's popular sporting goods center. Make your choices here — always a wide selection of just the right fishing equipment. Guns and hunting supplies. Golf, baseball, basketball, football — get in the game with supplies and equipment from the Sports Center. H. Hoy, manager.



Climate and weather are the particular delight of all true Astorians. Here the climate is mild and equable, and because of river and ocean the atmosphere is prevailingly moist and refreshing. Extremes of heat or cold are rare. Rainfall averages 78 inches, much of it winter-season precipitation. Fogs that roll in from the Pacific carry with them an enchanting maritime spell that no Astorian would wish to change or deny. In a region where all weathers are good, the sunny, breeze-washed days of summer bring their own enduring charm and friendliness. Astoria is a good place to live.



For service STEINBOCK'S PHARMACY, at 11th & Commercial. A complete line of drugs and nationally famous cosmetics. Three registered pharmacists and ten employees serve you. Headquarters for luggage, camera equipment—movie rentals, fountain service and light lunches. Steinbock's is the place to buy banquet and game tickets for all local and Oregon functions. Tourists' information center. Phones 412 & 413. Mr. and Mrs. Harry Steinbock, owners.



Since 1934 Astoria's popular FIESTA CLUB, right down town at 474 Commercial. A favorite place for cocktails and restaurant service, featuring steaks to your taste. Staff of nine experienced employees to serve you. Owned and operated by Ellsworth Thiel. Phone 447.



Each year increasing numbers of tourists visit the Lower Columbia and Astoria area, centrally situated to the most inviting and most visited Pacific beaches—the Clatsop beaches to the south, and the Long Beach peninsula of the Washington coast to the north. These sections provide the tourist and resident unequalled scenic and recreational opportunities; modern and convenient travel accommodations are everywhere available. Beach strolling, sun and sea bathing, and rock and surf fishing are popular pastimes. At the same time, many sports enthusiasts enjoy the ideal conditions for motor-boating and yachting best provided by the broad waters of the Columbia itself.



GEARHART BEACH and HOTEL GEARHART are situated 17 miles south of Astoria, and $\frac{1}{2}$ mile west of US 101. This 18-mile long beach is one of Oregon's oldest and most popular vacation spots. Nearby is an 18-hole golf course often the scene of state and sectional tournaments.



CREATION



Located at 815 Commercial, in the heart of the City, "THE CREATION" is Astoria's popular beverage, lunch and game center. Bob Elgner, manager. Phone 112. For the best steaks and chops, order from Herman, former chef at Astoria Country Club. Ladies are welcome in our modern lounge.



You'll find a complete line of the best drugs, cosmetics, and men's and women's toiletries at **PARAMOUNT DRUGS**, 585 Commercial Street. All prescriptions expertly compounded by E. D. Johnson, owner and registered pharmacist, and his qualified pharmaceutical staff. Enjoy refreshments at the fountain; lunch service. You'll appreciate the cheerful atmosphere. First aid supplies.



You can always find it at **SORENSEN AUTO PARTS**, 394 Bond, at 9th St. L. D. Sorenson and S. H. Lee are general auto parts jobbers and operate a fully equipped machine shop for general work. Seven experienced employees to serve you. Call Astoria 70. Lubricates gladly. Est. 1945.



Look first at the **ASTORIA SPORTING GOODS CO.**, 563 Commercial St., for fishing tackle, guns, ammunition, and all football and baseball equipment and supplies. Headquarters for Wilson Sporting Goods and Mercury outboard motors. See their toys, model airplanes and motors, and archery supplies. Boy Scout headquarters for Clatsop County. H. G. Nopson, owner, also carries Coleman stoves and lamps. Tel. 1106.

CITY TRANSFER & STORAGE

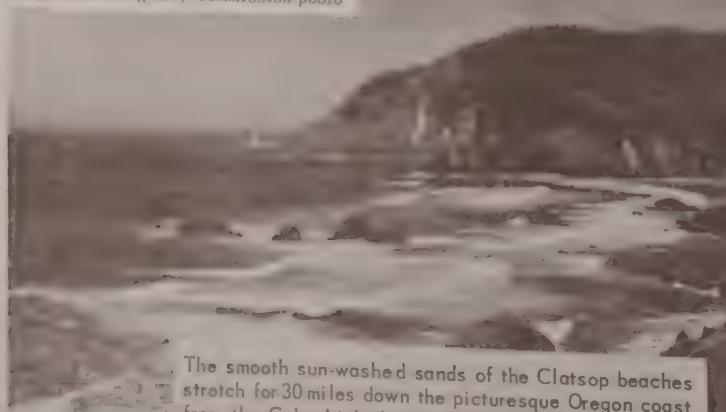


Downtown office of the **CITY TRANSFER & STORAGE**, 586 Duane St. Dependable local and long distance moving -- agents for Bekins Van Lines -- nation-wide service. Fireproof warehouse. Crating, packing and shipping. Call Astoria 1111 for transfer pickups or van loads. Careful handling and fast service. F. E. Vaughn, owner-manager.

Oregon State Highway Commission photo



At the convenient downtown location -- **ARTS ASSOCIATED SERVICE**, 15th and Commercial Sts. Your dealer in Associated Gas and Oil products, and Federal tires and batteries. General car service -- export -- prompt. Lubrication jobs, washing and polishing. Phone 598. Art Kvistad, owner-manager.



The smooth sun-washed sands of the Clatsop beaches stretch for 30 miles down the picturesque Oregon coast from the Columbia's broad mouth.

A DIVERSIFIED AND PROSPEROUS AGRICULTURAL REGION



Everywhere the year round, Clatsop County field and farm performance prove the value and dependability of McCormick Tractors and equipment, and International Trucks, sold by

OWEN-PEKE COMPANY

464-472 Bond St Phone 1211 and 1212

Dealers in farm, barn and dairy equipment and supplies since 1913. Agency for Myers and Gould water systems, Wade Rain irrigation, Eze Flow fertilizer application equipment. Everything needed for the efficient operation of your farm or dairy, or the transportation of farm produce. Truck and tractor repair shop, with complete parts department. A store to rely on



LARSON DAIRY CO., INC.



The dual operations of Bjork's Larson Dairy Co., process 25,000 lbs. of butterfat each month, or 300,000 lbs. per year, which represents a total of approximately 1,000,000 lbs. of milk yearly. Selling Grade A Milk, Buttermilk, Cottage Cheese, and Ice Cream to thousands of satisfied customers in Astoria and vicinity, and at Seaside, Cannon Beach, and Gearhart. Delivery service. Payrolls of the two plants amount to nearly \$87,000 a year. The payout to milk producers is around \$300,000 a year.

Phone Astoria 1135-371



In recent years certain basic changes have taken place in Astoria's commercial and industrial pattern. Where prior to World War II nine-tenths of the flour Astoria milled was shipped to domestic markets; since the war, nine-tenths is shipped abroad, much of it to Asian markets. While large amounts of lumber, too, are shipped, much more of it moves out in remanufactured form, rather than wholly as dimensional lumber, as in earlier years. Plywood has been added to the large payroll industries. Meanwhile, general cargo shipments in the coastal and intercoastal trade of the United States has diminished; instead, the larger percentage of general freight movements are handled by highway trucks and dieselized railway. And this transportation is considerable.

In value of income, agriculture stands in third position in Clatsop County, exceeded only by fishing and lumbering. As an income occupation, it is marked by certain unique advantages that make the area particularly desirable for the production of certain essential and specialty crops and farm products. The first agricultural plantings were made at Astoria in 1811, by Astor party members. These traders planted potatoes, carrots and turnips—of minor importance in today's local pattern. Instead, the county's agricultural wealth—in excess of \$3,000,000 annually—is largely derived from dairy and beef herds, poultry flocks, seed crops, mink farms, and a half-dozen agricultural specialties.

Farming areas are scattered throughout the county, being divided by large blocks of rough timber lands. Elevation is not excessive in any section, varying from sea level to less than a thousand feet in mountain valleys. Farms lie along the river drainage ways and in adjacent open hills. Valley floors are narrow but widen as they approach tidewater. Large areas of tidal land have been reclaimed for cultivation by diking, to prevent flooding.

A recent survey shows nearly 1,000 farms in Clatsop County, with a total acreage of 64,042. This represents more than 10 percent of the total county area of 524,880 acres. While some large farms are in operation, there are many small ones of 10 to 25 acres. Small farm owners frequently supplement their income from crops by off-the-farm employment, meanwhile enjoying the advantages of home ownership and rural life.

Dairy farming is the major agricultural industry, and Clatsop County farmers realize more than \$1,000,000 annually from the sale of fluid milk and milk products to nearby urban centers. About one-third of the milk produced is processed into butter, ice cream, and powdered milk; the larger quantity is consumed as whole milk and cream. Many dairies are single-family enterprises. The moist atmosphere and intermittent seasonal rains of the region mean generally abundant pasture. Much farm-raised silage is stored as feed. Beef cattle production has increased in recent years, and the opportunities in this phase of farm operation are considerable. Practically all cattle are marketed as grass-fattened. Poultry raising ranks in second place, with an industry of approximately 80,000 laying hens and many small farms. Mink farming is also profitable, and there are a number such farms in the county. Scrap fish for feed is available from riverfront canneries.

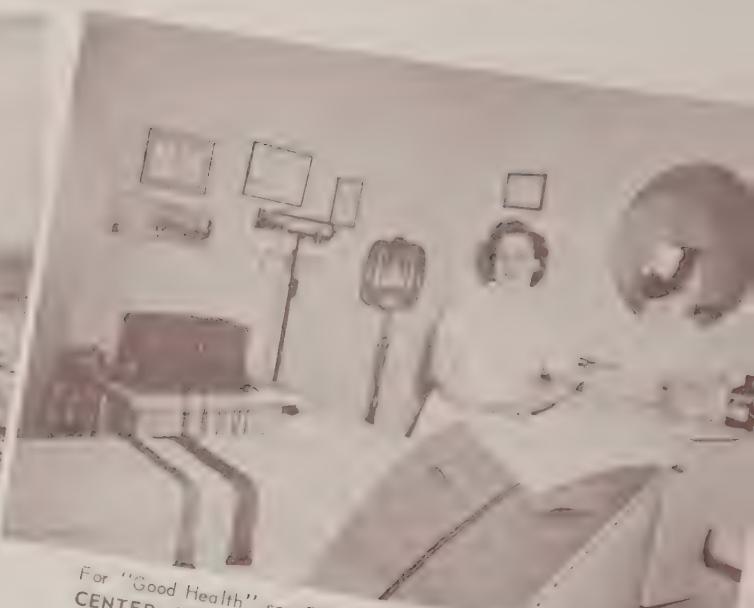
The marshes of the coastal area have been profitably planted to cranberries since 1912. Prior to that they grew wild and were used as food by the Indians. Today's average yearly gross income is \$1,000 an acre. Some blueberries are currently being cultivated, the soil and climate of the area being especially adapted to this fruit. The tulip and daffodil bulb growing industry, started in the county in the early 1920s, now is valued at \$150,000 for a producing area of about 60 acres. Bulbs raised are shipped to florists for early indoor bloom forcing. Nursery stock is grown profitably and in increasing quantities; while all flowers, whether grown for seed or as cut blooms, enjoy flourishing and brilliant growth.



The DRIFT DRIVE-IN

162 West Bond on US 101

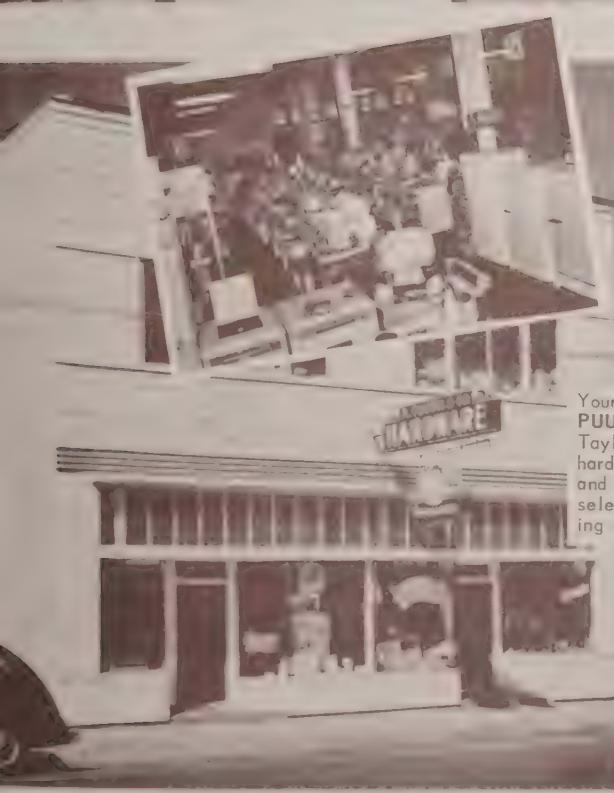
Specializing in Hamburgers, Seafood Salads, and Home Made Pies. Complete fountain service. Astoria's newest and most modern eating establishment—all stainless steel equipment. Counter or car service from 11 a.m. to 12 midnight. Plenty of parking space. Orders to take out—take home or pie. Phone 1040. Stan Wagner, owner-operator. A friendly place to enjoy good food.



For "Good Health" see **RUTH A. OLSON**, at **ASTORIA HEALTH CENTER**, 153 W. Bond Street. Registered Masseuse. Spot reducing—zone therapy—Swedish massage. Hours 10 to 6; evenings by appointment. Phone 2685. "The groundwork of all happiness is health."



Your Astoria headquarters for GE appliances is the **ALFRED PUUSTI & COMPANY, HARDWARE**, located at 212-214 Taylor Ave. Phone 841. Dealers in marine and industrial hardware, builders supplies, hand and power tools, paints and oils, and dairy and farm supplies. Puusti has a large selection of housewares, electrical appliances, and hunting and fishing equipment. Always cooperative service.



At 264 Taylor Avenue, the **CLATSOP FEED STORE** is your conveniently located dealer in all farm, stock and poultry feeds and supplies. Complete line of seeds, fertilizers, and insecticides. Deliveries anywhere. We feature Alber's Feeds. Agency for Allis-Chalmers Tractors and farm equipment; parts service. Phone Astoria 1890. Esther and Ed Sotka, proprietors.



Always see E. D. Stout, proprietor, **WASHING MACHINE SERVICE CO.**, 273 Taylor Avenue, for Montag Sales and Service, and Coolerator Refrigerators and Ranges—the dependable home appliance lines. He carries parts for all makes of washers. Experienced, expert service. Pick-ups and deliveries; home repairs wherever possible. Phone 1112.

Operating on a Columbia River site first used for the cutting of lumber more than a century ago, the modern Westport plant of Shepard & Morse today employs an average of 250 skilled lumber workers the year-round. Each daily 8-hour shift cuts approximately 225,000 board feet of quality lumber, or 75,000,000 board feet yearly. Presently cutting fir and hemlock, in dimension, board and timber sizes, with long timbers up to 120 feet in length. High grade lumber and battery stock are produced. Car and cargo shipments are made to all parts of the United States and Canada, and to world markets. Home office of the company is in Boston, with branches in New York City and Portland, Oregon.



The Shepard & Morse Lumber Company
in cooperation with
The Shepard Steamship Co.,
operates its own fleet of ocean-borne
lumber carriers.



The community of WESTPORT, at the Columbia's edge and under the shadow of the massive Coast Range, has long been an important lumbering and fishing center of eastern Clatsop County. A pay-roll town, its business establishments enjoy a profitable trade. The ferry to Puget Island and the northern Washington shore leaves from this point.



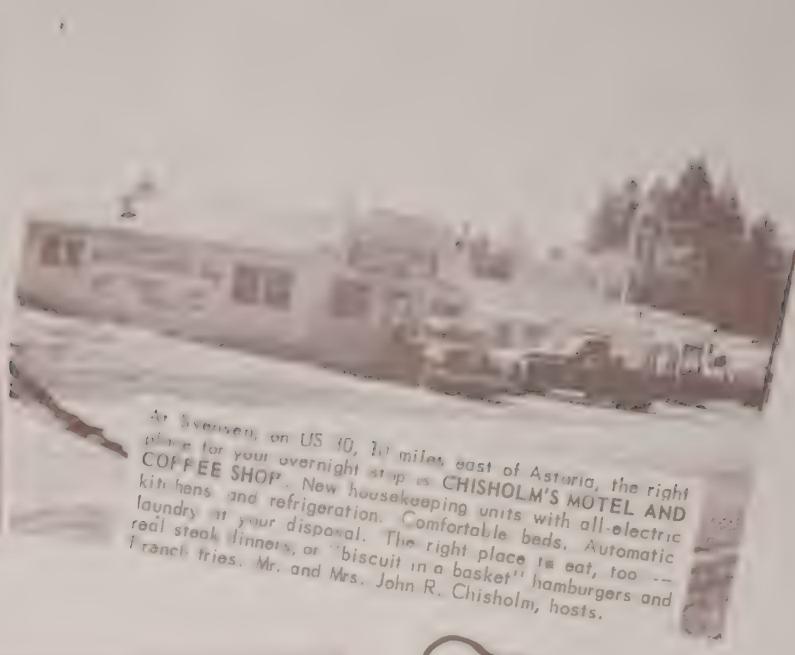
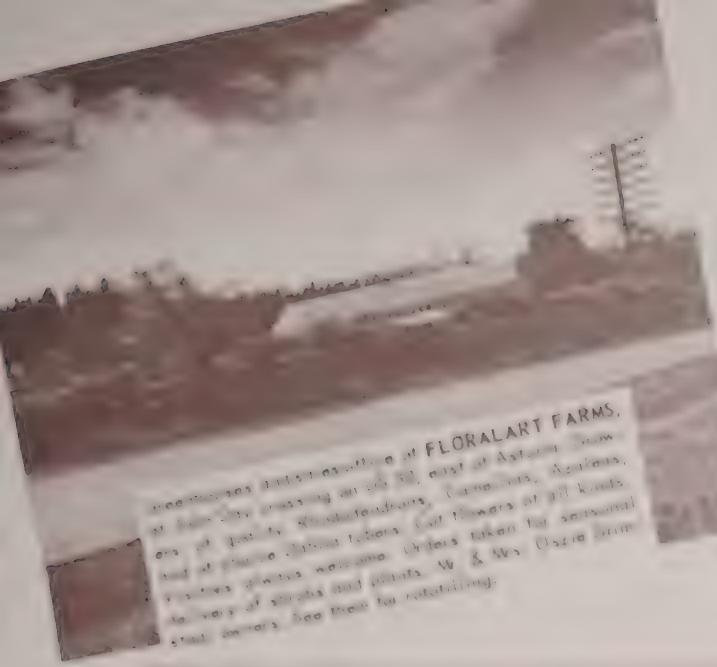
LUMBER CARRIER PAUL REVERE



Plan to stay at LAWRENCE'S MOTEL, on US 30, at Westport, 30 miles east of Astoria. New and modern — comfortable — attractively furnished — automatic hot-water heat — electronic fire-detection system in all buildings — fully insulated and semi-fireproof. Apartments include sleeping rooms and kitchenettes, with laundry privileges. Abbott W. Lawrence, builder and owner, also operates GENERAL INSURANCE business in connection with motel — 20 years with the General line. His hobby is yachting and cruising.



For superior Texaco products stop at Don's EAST END SERVICE, 45th & Leif Erickson Drive. Don M. Sprague, owner-operator, will give your car any needed mechanical attention and adjustment; brakes a specialty. Phone 2142.



At Ascension, on US 10, 10 miles east of Astoria, the right place for your overnight stop is CHISHOLM'S MOTEL AND COFFEE SHOP. New housekeeping units with all-electric kitchen and refrigeration. Comfortable beds. Automatic laundry at your disposal. The right place to eat, too - real steak dinners, or "biscuit in a basket" hamburgers and French fries. Mr. and Mrs. John R. Chisholm, hosts.



In Astoria your authorized Shell dealer is ROY'S SHELL SERVICE, 32nd & Leif Erickson Drive. See Roy W. Swensk for Shell gas and oil products, Firestone tires and batteries. Motor tune-up and brake work. Pick-up and delivery service if you wish. Phone Astoria 2193. We give United Trading Stamps.



NATIONALLY FAMOUS PRODUCTS
FROM THE SEA PRODUCED IN WAR-
RETON. Ranging from vitamins and
other pharmaceuticals to an amazing new
liquid organic-fish plant food...and in-
cluding a score of special chemicals
used in many industries...a widely var-
ied line of nationally known products are
all manufactured by BIOPRODUCTS
Oreg., Ltd. at Warrenton, Oregon.



You can always get it at the ASTORIA FEED CO., 137 Astor Street. Peter Plytor deals in hay, grain, and feed of all kinds, and farm and garden seeds. Also all poultry supplies. Baby chicks in season. He makes deliveries and gives S & H Green Stamps. His phone is 2888.



ASTORIA FREIGHT AND PASSENGER STATION -- For more than half a century the freight and passenger facilities of the Spokane, Portland & Seattle Railway have served Astoria and the communities of the Lower Columbia area. It has been a popular and historic route, for many years favored by beach visitors and ocean-bound travelers, its present freight service operates with convenient schedules, carrying much of the heavy tonnage of the region. The Astoria Freight and Passenger Station is located at 20th & Commercial Streets, on the waterfront. For shipping arrangements call Astoria, R. C. Baker, agent. Phone 113.



CLATSOP COUNTY CHICKEN RANCH

LEE MOTEL one mile south of Youngs
Bridge on US 101, and town limit. Room
town Astoria light de-luxe off street heated
and completely furnished fully equipped
A home away from home At \$ 1.50 per
are owners and operators
Astoria 1107-R-2

LANDWEHR'S SERVICE STATION and GROCERY, at Miles Crossing, on ~~101~~, one mile south of Youngs Bay Bridge. Selling Mobil oil products, tires and batteries, and providing service to motorists. A convenient and economical place to stop and buy fresh meats. Open seven days a week. Landwehr's has operated here since 1925.



Meet Mr. Spudnut



J and W SPUDNUT SHOP

South End of Youngs Bay Bridge

Headquarters in the Astoria area for those famous Spudnuts -- America's finest food confection. Come in and see 'em made -- buy 'em hot -- and buy 'em by the sack. Spudnuts -- glazed, or chocolate or maple dipped -- ■ whole meal or ■ dessert. Swell with coffee. Stop at the Spudnut Coffee Bar and Fountain for breakfast, lunch, or just refreshments. Try our delicious hamburgers, dogwood style. Or Spudnut hot cakes--they melt in your mouth. And remember -- Spudnuts taste swell with ice cream. Buy Spudnuts--party orders by arrangement--sold only in the Spudnut sack. Phone Astoria 2536. Woodrow Poteet, owner-manager.



Retail establishment of H. RAASINA your Marshall Wells Store--on US 101 at the southern end of Youngs Bay Bridge. He carries a complete stock of hardware, hand and power tools, paints, plumbing and electrical supplies, and home appliances and utensils. Headquarters for sporting goods, fishing equipment and guns. Also bicycles and toys. The phone is Astoria 2638-4.



FORD'S SUNDRIES, in the Youngs Bay Shopping Center, on US 101. A convenient place to purchase toiletries, drug items, photo supplies, greeting cards and novelties. Also stationery and toys. All the miscellaneous articles you most want -- always here to choose from. See Gwen and Bill Harvey, proprietors. Phone Astoria 3217 P-1.

Beautiful ASTORIA MOTEL

at the southern edge of Astoria, where US 202 joins US 101, just before you cross the Youngs Bay Bridge. Ten modern units, completely and attractively furnished; equipped with Frigidaire and electric ranges. Hotel service. Your official AAA motel in this area. Trailer camp in connection. Lovely picnic grounds with view of Bay and River. Mr. and Mrs. Oliver W. Cummings, owners and managers. Phone 1668-J.



POOLE'S MUSIC SHOP

597 Duane Street
Astoria
Phone 1107

Two Stores
"Everything in Music"

Riverside Building
Seaside
Phone 765



If it's in the music line, we have it! Pianos, musical instruments, sheet music, records and record players, and radios -- we feature Magnavox. Complete repair service for all musical instruments, pianos, and radios. Expert piano tuning. Personal attention--Cliff Poole is owner-manager. You can always shop at your leisure at Poole's -- either store. Good places to buy!

Albert H. Monner photo, Oregon Journal, Portland



... AT ELSIE ...

When driving to and from Astoria over the Sunset Highway, the popular stop is

ONEY'S CAFE

Dine and Dance

Lenore Camborg, Mgr.

Tel. Elsie 2

Serving refreshments, lunch, and complete dinners. Enjoy delicious meals in Oney's new and attractive Dining Room. Friendly atmosphere, excellent service. Patronized by hundreds daily. Dancing evenings.

Seaside . . .

Facing the Pacific Ocean a short distance south of Astoria, on US 101, is the popular beach resort town of Seaside, famous as a beauty spot and enjoyed by many Astorians and Astoria visitors. Here the gleaming surf rolls in across one of Oregon's great bathing beaches. The Promenade, stretching for a mile along the ocean front, is a favorite strolling place, while the miles of soft sand of the beach itself are a lure to sport's enthusiasts and sun and surf bathers. Clamming, surf fishing, hiking and horseback riding are inviting pastimes for many. Here is the Salt Cairn of the Lewis and Clark party, a mecca for the history-seeker. To the south are Tillamook Head and Tillamook Rock Lighthouse, historic landmarks. Seaside, with its modern stores, restaurants, and opportunities for recreation, is a popular, year-round playground.



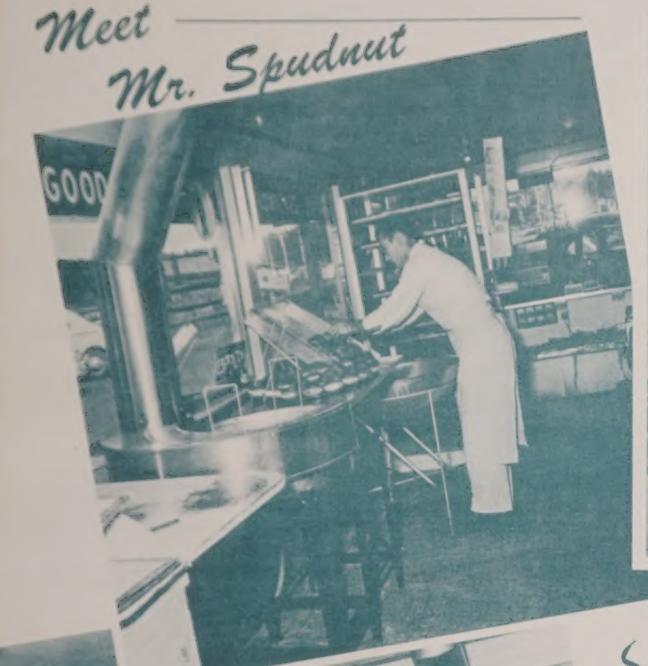
LEE MOTEL -- one mile south of Youngs Bay Bridge on US 101, and four miles south of downtown Astoria. Eight de-luxe units, steam heated and completely furnished; fully carpeted floors. A home away from home. Mr. & Mrs. S. H. Lee are owners and operators. Just drive in, or phone Astoria 3107-R-2.



LANDWEHR'S SERVICE STATION and **GROCERY**, at Miles Crossing, on US 101, one mile south of Youngs Bay Bridge. Selling Mobilgas and Mobiloil products, tires and batteries, and providing general car service to motorists. A convenient and economical place to buy groceries and fresh meats. Open seven days a week. Phone Astoria 1015. Landwehr's has operated here since 1925.



*Meet
Mr. Spudnut*



J and W SPUDNUT SHOP

South End of Youngs Bay Bridge

Headquarters in the Astoria area for those famous Spudnuts -- America's finest food confection. Come in and see 'em made -- buy 'em hot -- and buy 'em by the sack. Spudnuts -- glazed, or chocolate or maple dipped -- a whole meal or a dessert. Swell with coffee. Stop at the Spudnut Coffee Bar and Fountain for breakfast, lunch, or just refreshments. Try our delicious hamburgers, dagwood style. Or Spudnut hot cakes--they melt in your mouth. And remember -- Spudnuts taste swell with ice cream. Buy Spudnuts--party orders by arrangement--sold only in the Spudnut sack. Phone Astoria 2536. Woodrow Poteet, owner-manager.



Try **SPUD-OVERS** a light flakey crust surrounding a generous portion of delicious blended Spud Apples, deep-cooked -- just like Spudnuts.

Retail establishment of **H. RAASINA** -- your Marshall Wells Store--on US 101 at the southern end of Youngs Bay Bridge. He carries a complete stock of hardware, hand and power tools, paints, plumbing and electrical supplies, and home appliances and utensils. Headquarters for sporting goods, fishing equipment and guns. Also bicycles and toys. The phone is Astoria 2638-J.



FORD'S SUNDRIES, in the Youngs Bay Shopping Center, on US 101. A convenient place to purchase toiletries, drug items, photo supplies, greeting cards and novelties. Also stationery and toys. All the miscellaneous articles you most want -- always here to choose from. See Gwen and Bill Harvey, proprietors. Phone Astoria 3217-R-1.



For that different touch in Good Food try Betty and Joe's STEAK HOUSE, on US 101, at Jeffers Gardens, east end of Lewis & Clark Bridge, south of Astoria. Serving steaks cooked to your taste — sandwiches — Italian spaghetti. Noon specials always. Open every week day from noon to 1 o'clock that night; Saturdays later. Phone Astoria 635-J. Betty & Joe Colombo, owners.



Growing with Astoria — the BUILDER'S SUPPLY CO., Commercial at 18th St., is headquarters for all lumber and building supplies; wallboard, insulation and roofing; millwork and masonry materials. Convenient parking. Hours 8 to 5; Saturdays 8 to 12 noon. "The Yellow Truck Delivers." Phone 134. Clayton C. Morse, owner-manager.



Photo by A. N. Thorndike, Astoria



OWEN GARDEN & PET SUPPLY — 145 Astor Street — Astoria's dependable garden and pet store since 1939. Earl Owen, owner-manager, carries the best in field and garden seeds, fertilizers, and garden equipment of all kinds. See his gold fish, canaries and other lovely tropical and semi-tropical birds, and house pets. Owen deals in Massey-Harris farm tractors, and Windolph garden tractors. He gives S & H Green Stamps. Stop here for prompt, friendly service, or call Astoria 544.



Quick freezing operation at the New England Fish Company, Astoria



Service trucks at office and plant of

**ED NIEMI, DISTRIBUTOR
GENERAL PETROLEUM PRODUCTS**

PORT DOCKS — ASTORIA

Mobilgas — Mobiloil — Mobilheat — Stove Oil and Diesel Oil. Serving Astoria and northern Clatsop County from Westport to Clatsop plains. Prompt metered deliveries. Phone 585.

Alice and Ed Niemi





NEW ENGLAND FISH COMPANY ON THE ASTORIA WATERFRONT

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Packers & Distributors
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BELLEANNA BRAND
Quick Frozen Fish
and Fish Fillets
and
PILLAR ROCK BRAND
Canned Salmon

ASTORIA

Home of Nationally Famous
BUMBLE BEE Seafoods

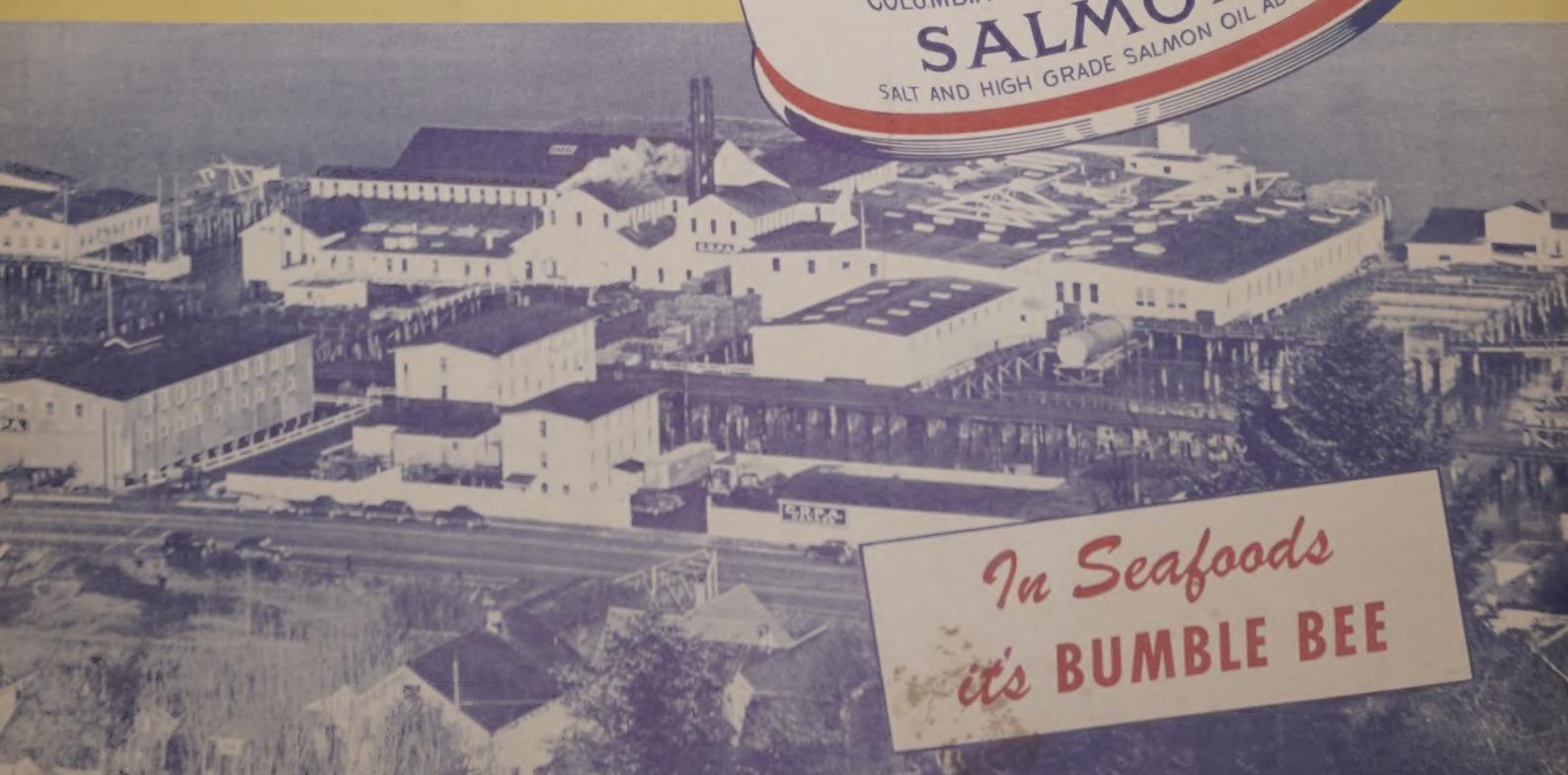
*America's
Finest*

Bumble Bee
Seafoods

CANNED: Tuna
Salmon
Crab
Shad Roe
Kippered Sturgeon

FROZEN: Ocean Perch
Sole
Rockfish

Pictured below is the main plant at Astoria, Oregon, of the Columbia River Packers Assn., Inc., whose Bumble Bee seafoods are known throughout the nation for fine quality. Visitors welcome.



*In Seafoods
it's BUMBLE BEE*